



Independent coverage of composting, wood recycling and organics management



Composting News

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Composters need proactive campaign tactics to battle NIMBYism

By Al Maiorino

Not every community wants a composting facility in its area because of concerns about potential contamination of the environment, the facility's large footprint or the possibility of undesirable odors, among other reasons. Therefore, proposed composting facilities across the U.S. are met with constant opposition from local communities, delaying their approval or blocking the facility from being built altogether.

Countless examples demonstrate community opposition organizing to effectively stall composting facility developments. However, there are tactics companies can employ to greatly increase their chances at successful

(See *Battle*, page 5)

California may invest climate funds into composting

California Gov. Jerry Brown has proposed spending \$30 million of the state's \$500 million in Cap-and-Trade proceeds on composting, organic waste-to-energy and recycled-content manufacturing projects. Environmental advocates have joined with business leaders to support the plan, according to Californians Against Waste (CAW), which said the funding will help build the infrastructure necessary to transition the waste sector from a major source of climate pollution to a source of greenhouse gas reductions.

CAW said recycling, composting and using organic waste to generate renewable electricity and fuels are proven, cost effective ways to reduce greenhouse gas emissions. Making new products from recycled materials helps close the loop by reducing the carbon impact of CA's manufacturing sector, while supporting its expansion.



(See *California*, page 15)

Food composting: Americans will do it if they don't have to pay for it

New survey data suggests that Americans would be open to composting in their homes if it were more convenient. However, the same national survey found that Americans don't want to pay additional fees or taxes to support such services.

While 72 percent of Americans do not compost their food waste, 67 percent of those non-composters would be willing to compost if it were more convenient



to do so in their community, according to a new survey. The survey, conducted online among more than 2,000 adults in December, was done by Harris Interactive and commissioned by the National Waste & Recycling Association,

(See *Survey*, page 5)

Highlights

- n NYC expands curbside organics collection
- n Denver expands food waste collection
- n National compost prices

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Food waste

NYC expands curbside organics collection

The New York City Department of Sanitation will expand its curbside collection of organic materials – food waste, food-soiled paper and leaf and yard waste – to portions of Queens and additional Brooklyn neighborhoods in the spring of 2014.

The department already provides organics collection in areas of Manhattan, Staten Island, the Bronx and Brooklyn.

“New York City spent more than \$85 million in 2012 exporting organics to out-of-state landfills,” said Sanitation Commissioner John J. Doherty. “By launching our organics collection

program, we will help the city reduce trash disposal costs and create renewable energy or compost – a natural fertilizer. As we continue to expand the program, greenhouse gas emissions will be reduced and, most importantly, the city will move closer to achieving its recycling goals.”

Single family homes or buildings with nine or fewer residential units will receive a mailer introducing the program. The week before service begins, homes will receive a special starter kit including a brochure that details the program, a small kitchen container and a brown “outdoor” organics bin with wheels, a lid and a latch.

Residents can put organic waste from the home and yard in the brown organics bin. Leaf and yard waste that does not fit in the brown bin can be collected in paper lawn & leaf bags, unlined rigid containers, bundled or in clear plastic bags. Any material set out in black bags will be collected as garbage. Buildings in

(See New York, page 5)



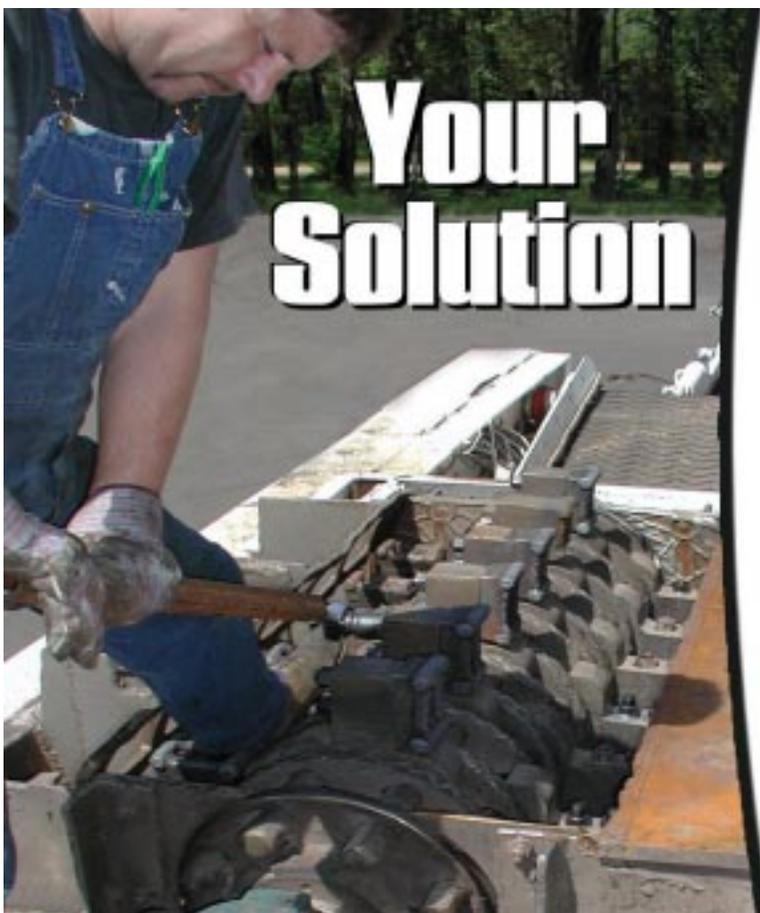
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Food waste

New York

From page 3

the pilot areas are asked to place the brown bin and yard waste curbside on their recycling day for collection by the Department each week.

Residential buildings with 10 or more units are not automatically included in the pilot, but are encouraged to enroll on a voluntary basis.

Denver expands food waste collection

Denver Public Works and Denver Environmental Health said the Denver Composts organics collection program will expand service in 2014. The agencies have worked in partnership to bring green composting carts to more than 2,500 new homes citywide to allow Denver residents to collect organic material for composting. The Denver Composts pilot program has been operating for almost five years with 2,200 participants.

Residents enrolled in the program receive a large green compost cart and a two-gallon kitchen pail. Organics are picked up once a week by Denver Recycles. The Denver Composts program is a fee-based service and residents living in areas that are eligible for the service have two options for payment: A quarterly payment plan of \$29.25 every three months, or a one-time payment of \$107 for the entire year.

Compostable organic material makes up more than 50 percent of what Denver residents throw away, so when coupled with recycling, a composting program will be critical to reducing waste disposed, the agencies said.

Survey

From page 1

the trade group representing America's private-sector waste and recycling industry.

The survey also found that 62 percent would not support an increase in the cost of their waste and recycling service, either in the form of a separate fee or an increase in taxes, to support separate food and yard waste collection and processing.

"Waste and recycling experts agree that increased conversion of organics into either compost or energy sources is an evolving trend in our industry," said Sharon H. Kneiss, president and CEO of the National Waste & Recycling Association. "While America's waste and recycling industry has developed innovative composting technologies, there are hurdles inhibiting such changes. Challenges include the collection and transportation of food waste and the siting of food waste composting facilities more broadly. But a far greater hurdle inhibiting an organics revolution may involve a lack of understanding by the American public about the value of such a change. If you are passionate about expanding composting opportunities, you need to do more than lobby your local government officials or your community waste and recycling services provider to build such a program. You need to support efforts to educate your neighbors about the value of composting food waste."

Major findings of the survey include:

- * More than three-quarters of Americans (77 percent) say that they understand the importance of implementing a separate management process for food/yard organic material waste instead of disposing of it with general household waste.

- * More than two-thirds of those who do not compost via community programs (68 percent) say they would be willing to manage another bin to separate food waste from recyclables and other trash if their community implemented a program requiring them to do so.

- * Among Americans who have gardens or a yard, four in five (79 percent) say they would be willing to use gardening fertilizers, mulch and other products made from food waste compost.

The survey was conducted online

within the U.S. by Harris Interactive on behalf of the National Waste & Recycling Association from Dec. 19 to 23, 2013, among 2,051 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

You can view complete survey results and methodology, including weighting variables, at the *Composting News* web site – www.compostingnews.com – under the January headlines section.

Facilities

Battle

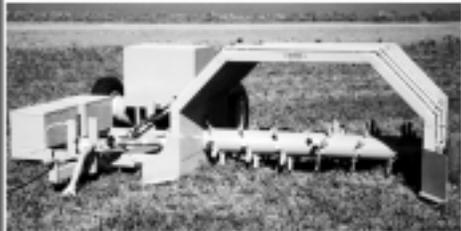
From page 1

project approval. Companies that take a proactive approach can transform the silent majority into a broad, vocal base of support for their development.

Just last fall, in Cooper Township,

(See Battle, page 8)

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National Compost Prices

The prices listed below are intended to indicate the value of mature compost products sold by compost producers and retailers in noted regions. Prices listed are based on surveys and publicly posted prices.

Your input on published prices is encouraged. Contact Ken McEntee, editor, at (440) 238-6603. Fax: (440) 238-6712. EMail: ken@recycle.cc. Address: 9815 Hazelwood Avenue, Cleveland, OH 44149. Notes on listings.

• Each listing includes a high price obtained, a low price obtained and an average of all prices obtained within a particular market.

• Market areas: Thirteen market areas have been targeted to provide a cross section of compost product markets in the U.S. Where regions are not identified by a specific city, "Chesapeake" refers to the region stretching between Norfolk, Va. to Baltimore, Md. "Texas" incorporates several major cities in the state. "Northwest" represents the Seattle and Portland, Ore areas. "SF-Bay" refers to the San Francisco Bay area. SoCal is Southern California, including the Los Angeles and San Diego areas. Denver includes Colorado, Wyoming and Montana. • "Food waste" compost: This category refers to compost products that include food waste, regional

specialities and other feedstocks not specifically covered in other categories.

• Manures: Chicken manures may include other poultry manures, such as turkey and duck manure. Cow manures may include manures marketed as steer and dairy manure. Horse manure is included in this category as well.

• Absence of a regional listing within a given category indicates not enough information for a valid listing. Additional data will be added as more information is obtained.

• Bulk retail prices do not include municipal operations that give compost away for free.

Bulk Retail (yard)

Yard waste compost	Average	High	Low
NE	\$ 27.25	\$ 45.00	\$ 17.50
Chesapeake	\$ 24.15	\$ 30.00	\$ 17.00
SE	\$ 22.61	\$ 29.95	\$ 18.00
Florida	\$ 16.42	\$ 26.00	\$ 10.50
Cleveland	\$ 21.75	\$ 28.00	\$ 16.00
Iowa	\$ 22.81	\$ 53.00	\$ 7.50
Minneapolis	\$ 17.11	\$ 28.00	\$ 8.00
Texas	\$ 30.66	\$ 40.00	\$ 15.00
Denver	\$ 20.31	\$ 31.00	\$ 12.00
Northwest	\$ 23.98	\$ 55.00	\$ 10.00
SF-Bay	\$ 22.58	\$ 30.00	\$ 15.00
SoCal	\$ 15.05	\$ 24.00	\$ 8.00

Food waste compost	Average	High	Low
NE	\$ 38.77	\$ 60.00	\$ 17.50
Chesapeake	\$ 23.00	\$ 30.00	\$ 15.00
SE	\$ 28.55	\$ 35.00	\$ 24.00
Florida	\$ 17.50	\$ 22.00	\$ 13.00
Iowa	\$ 29.00	\$ 65.00	\$ 20.00
Texas	\$ 30.21	\$ 48.95	\$ 15.00
Denver	\$ 15.00	\$ 15.00	\$ 15.00
Northwest	\$ 22.48	\$ 30.00	\$ 15.00
SF-Bay	\$ 23.61	\$ 38.00	\$ 14.00
SoCal	\$ 30.50	\$ 45.00	\$ 16.00

Leaf humus	Average	High	Low
NE	\$ 24.98	\$ 30.00	\$ 19.95
Chesapeake	\$ 27.49	\$ 30.00	\$ 23.95
Cleveland	\$ 19.27	\$ 26.00	\$ 8.00

Composted biosolids	Average	High	Low
NE	\$ 27.50	\$ 35.00	\$ 20.00
Chesapeake	\$ 27.06	\$ 35.00	\$ 20.90
SE	\$ 11.50	\$ 28.00	\$ 4.00
Florida	\$ 13.14	\$ 22.00	\$ 8.00
Cleveland	\$ 24.77	\$ 30.00	\$ 19.50
Iowa	\$ 12.67	\$ 21.00	\$ 8.00
Texas	\$ 21.60	\$ 30.00	\$ 10.00
Denver	\$ 9.00	\$ 10.00	\$ 7.00
Northwest	\$ 20.09	\$ 26.00	\$ 14.00
SoCal	\$ 12.25	\$ 22.00	\$ 3.50

Composted chicken manure	Average	High	Low
NE	\$ 45.00	\$ 50.00	\$ 40.00
Chesapeake	\$ 25.00	\$ 25.00	\$ 25.00
SE	\$ 42.00	\$ 42.00	\$ 42.00
Minneapolis	\$ 17.00	\$ 17.00	\$ 17.00
Texas	\$ 37.23	\$ 47.50	\$ 26.95
Denver	\$ 25.65	\$ 28.00	\$ 24.00
SF-Bay	\$ 16.00	\$ 16.00	\$ 16.00
SoCal	\$ 51.00	\$ 75.00	\$ 27.00

Composted cow manure	Average	High	Low
NE	\$ 46.00	\$ 46.00	\$ 46.00
SE	\$ 30.60	\$ 45.00	\$ 12.00
Cleveland	\$ 24.00	\$ 24.00	\$ 24.00
Iowa	\$ 42.00	\$ 60.00	\$ 16.00
Minneapolis	\$ 29.33	\$ 32.00	\$ 26.00
Texas	\$ 29.33	\$ 47.50	\$ 15.00
Denver	\$ 21.71	\$ 30.00	\$ 12.00

Phoenix	\$ 20.00	\$ 20.00	\$ 20.00
Northwest	\$ 22.22	\$ 33.75	\$ 17.45
SF-Bay	\$ 26.00	\$ 26.00	\$ 26.00
SoCal	\$ 19.00	\$ 24.00	\$ 15.00

Wood waste mulch	Average	High	Low
NE	\$ 22.17	\$ 35.00	\$ 12.50
Chesapeake	\$ 21.00	\$ 28.00	\$ 12.00
SE	\$ 19.09	\$ 34.95	\$ 12.00
Florida	\$ 17.50	\$ 18.00	\$ 17.00
Cleveland	\$ 25.56	\$ 36.25	\$ 14.00
Iowa	\$ 25.00	\$ 25.00	\$ 25.00
Minneapolis	\$ 27.50	\$ 35.00	\$ 20.00
Texas	\$ 17.00	\$ 27.00	\$ 9.00
Denver	\$ 18.74	\$ 25.00	\$ 12.48
Phoenix	\$ 17.61	\$ 22.95	\$ 10.00
Northwest	\$ 14.25	\$ 25.00	\$ 7.50
SF-Bay	\$ 17.83	\$ 30.00	\$ 8.00
SoCal	\$ 22.60	\$ 50.00	\$ 6.00

Colored wood mulch	Average	High	Low
NE	\$ 28.00	\$ 28.00	\$ 28.00
Chesapeake	\$ 26.50	\$ 28.00	\$ 25.00
SE	\$ 27.13	\$ 42.00	\$ 15.00
Florida	\$ 20.33	\$ 22.00	\$ 19.00
Cleveland	\$ 24.87	\$ 28.99	\$ 21.95
Iowa	\$ 30.00	\$ 30.00	\$ 30.00
Minneapolis	\$ 34.75	\$ 49.00	\$ 30.00
Texas	\$ 27.13	\$ 32.50	\$ 22.00
Denver	\$ 33.28	\$ 33.28	\$ 33.28
SF-Bay	\$ 33.33	\$ 36.00	\$ 28.00
SoCal	\$ 35.00	\$ 35.00	\$ 35.00

Bulk wholesale (yard)

Yard waste compost	Average	High	Low
NE	\$ 20.57	\$ 45.00	\$ 11.00
Chesapeake	\$ 12.79	\$ 15.00	\$ 8.00
SE	\$ 19.20	\$ 25.00	\$ 12.00
Florida	\$ 9.75	\$ 13.00	\$ 8.00
Cleveland	\$ 15.00	\$ 15.00	\$ 15.00
Iowa	\$ 19.00	\$ 19.00	\$ 19.00
Minneapolis	\$ 12.00	\$ 17.00	\$ 7.00
Texas	\$ 17.25	\$ 24.00	\$ 9.00
Denver	\$ 13.05	\$ 14.10	\$ 12.00
Northwest	\$ 12.39	\$ 19.00	\$ 7.50
SF-Bay	\$ 14.20	\$ 22.00	\$ 10.00
SoCal	\$ 6.00	\$ 6.00	\$ 6.00

Food waste compost	Average	High	Low
NE	\$ 25.75	\$ 45.00	\$ 11.00
Chesapeake	\$ 10.50	\$ 15.00	\$ 8.00
SE	\$ 21.28	\$ 30.00	\$ 15.00
Florida	\$ 10.50	\$ 13.00	\$ 8.00
Iowa	\$ 14.00	\$ 20.00	\$ 10.00
Texas	\$ 17.50	\$ 24.00	\$ 8.50
Denver	\$ 11.33	\$ 15.00	\$ 7.00
Northwest	\$ 18.00	\$ 20.00	\$ 15.00
SF-Bay	\$ 12.67	\$ 26.00	\$ 5.00

Composted biosolids	Average	High	Low
NE	\$ 15.00	\$ 20.00	\$ 10.00
Chesapeake	\$ 9.31	\$ 15.00	\$ 5.00

SE	\$ 11.33	\$ 15.00	\$ 5.00
Florida	\$ 10.50	\$ 13.00	\$ 8.00
Texas	\$ 15.99	\$ 20.00	\$ 9.00
Denver	\$ 13.00	\$ 13.00	\$ 13.00
Northwest	\$ 16.75	\$ 21.00	\$ 12.00
SoCal	\$ 5.50	\$ 8.00	\$ 3.00

Composted cow manure	Average	High	Low
SE	\$ 18.00	\$ 25.00	\$ 7.00
Iowa	\$ 35.00	\$ 35.00	\$ 35.00
Texas	\$ 25.00	\$ 25.00	\$ 25.00
Denver	\$ 12.05	\$ 14.10	\$ 10.00
SF-Bay	\$ 34.50	\$ 34.50	\$ 34.50

Wood waste mulch	Average	High	Low
NE	\$ 15.50	\$ 30.00	\$ 8.00
Chesapeake	\$ 16.50	\$ 17.00	\$ 16.00
SE	\$ 14.67	\$ 24.95	\$ 5.00
Florida	\$ 14.00	\$ 15.00	\$ 13.00
Iowa	\$ 20.00	\$ 20.00	\$ 20.00
Minneapolis	\$ 17.00	\$ 17.00	\$ 17.00
Texas	\$ 10.83	\$ 14.00	\$ 8.00
Denver	\$ 7.66	\$ 8.32	\$ 7.00
SF-Bay	\$ 11.50	\$ 14.00	\$ 9.00
SoCal	\$ 12.50	\$ 15.00	\$ 10.00

Colored wood mulch	Average	High	Low
NE	\$ 22.00	\$ 22.00	\$ 22.00
Chesapeake	\$ 22.00	\$ 22.00	\$ 22.00
SE	\$ 19.00	\$ 25.00	\$ 15.00
Florida	\$ 16.00	\$ 16.00	\$ 16.00
Iowa	\$ 25.00	\$ 25.00	\$ 25.00
Minneapolis	\$ 19.00	\$ 19.00	\$ 19.00
Texas	\$ 20.67	\$ 24.00	\$ 18.00
Denver	\$ 17.66	\$ 21.32	\$ 14.00
SF-Bay	\$ 20.50	\$ 22.00	\$ 19.00

Bag Retail

Compost (40# bag)	Average	High	Low
NE	\$ 6.87	\$ 8.00	\$ 4.50
Chesapeake	\$ 3.73	\$ 5.49	\$ 2.15
SE	\$ 4.00	\$ 4.00	\$ 4.00
Florida	\$ 1.99	\$ 1.99	\$ 1.99
Cleveland	\$ 2.45	\$ 2.99	\$ 2.10
Iowa	\$ 3.12	\$ 7.99	\$ 1.50
Texas	\$ 4.25	\$ 6.99	\$ 1.99
Denver	\$ 3.59	\$ 4.75	\$ 1.73
Phoenix	\$ 4.71	\$ 5.99	\$ 2.77
Northwest	\$ 4.29	\$ 5.99	\$ 2.99
SoCal	\$ 5.39	\$ 6.25	\$ 3.90

Composted cow manure (40# bag)	Average	High	Low
NE	\$ 6.53	\$ 9.87	\$ 3.85
Chesapeake	\$ 5.97	\$ 7.95	\$ 3.99
SE	\$ 5.16	\$ 6.97	\$ 3.34
Cleveland	\$ 3.27	\$ 3.99	\$ 2.49
Iowa	\$ 2.18	\$ 2.49	\$ 1.75
Minneapolis	\$ 3.70	\$ 7.00	\$ 1.99
Texas	\$ 4.59	\$ 6.99	\$ 1.99
Phoenix	\$ 2.99	\$ 3.99	\$ 2.49
Northwest	\$ 3.99	\$ 3.99	\$ 3.99
SF-Bay	\$ 7.00	\$ 7.00	\$ 7.00



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BTR

Facilities

Battle

From page 5

Mich., residents organized a successful campaign against a proposed composting facility. The facility would have been built by the Cocoa Corp. as the first high-grade composting site in the area, but opponents argued that the facility was too close to residential areas and the Kalamazoo River. In this case, opponents managed to take opposition to the next level by instating a one-year moratorium to prevent any further composting facility development in the town.

Community opposition can negatively impact existing composting facilities decades after project completion. For example, in eastern New York City, a 12-year battle between developers and residents has severely inhibited one composting facility's operations. The New York City Department of Sanitation

first opened the facility in 2001 and received a draft permit in 2002, but immediately faced opposition from residents. Opponents fought the facility's operation in New York State Department of Environmental Conservation administrative courts, resulting in the facility ceasing functional operation during this time.

The facility is situated in Spring Creek Park, a convenient location for collection of yard waste from homes and parks in Brooklyn and Queens. After a final permit was granted in 2012, local residents and a conservation organization took the operators to state court alleging the facility did not fit the parks-only mandate for operation on the land and was a violation of public trust. In December 2013, the Supreme Court of New York ruled in favor of the opponents, halting the facility's operation until state legislature approves the facility's continued operation at the site. The decision comes as a setback to the city's goal to reduce waste sent to

landfills by 75 percent by 2030.

Companies need to look at their strategy of building public support to counter the NIMBY (Not in My Back Yard) effect to projects, as the outcome for a smooth entitlement of their projects are at risk. The U.S. Chamber of Commerce said that in 2011 more than 350 energy projects were delayed or abandoned due to public opposition. The economic impact of these projects were estimated at about \$1.1 trillion in GDP and 1.9 million jobs a year. That is a great deal of missed opportunity in terms of jobs and clean waste disposal - all due to public opposition.

A public outreach campaign in the early stages of project development is the key strategy that is too often missed by project developers. Having run public affairs campaigns for 20 years, I have found that opponents of new projects often seem to utilize this strategy very well.

(See Battle, page 13)

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Fax: 209.392.3000
Email: casey@unwiredbb.com
www.hclmachineworks.com
Contact: Sherrill Campbell
Contact: Casey Campbell



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Fax: 970.522.3387
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Web: www.rrskw.com
Contact: Les Kuhlman, Ph.D.



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Phone: 888-VERMEER
Fax: 641.621.7734
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Consulting Firms



Coker Composting & Consulting

104 Chasewood Court
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Phone: 540-890-1086
Fax: 540-874-5168
Web: www.cokercompost.com
Email: cscoker@verizon.net
Contact: Craig Coke

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Woods End Laboratories Inc./Solvita

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Mt. Vernon, ME 04352
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Fax: 207.293.2488
Email: lab@woodsend.org
Web: www.woodsend.org
Web: www.solvita.com
Contact: Tom Thornton

In-Vessel Composting



Ag-Bag Environmental

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Astoria, OR 97103-6656
Phone: 503-325-2970
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Contact: Debbie Linder
Email: dlinder@ag-bagfs.com
Web: www.ag-bagfs.com



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North America

W.L. Gore & Associates

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Web: www.banditchippers.com
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Contact: Kent Rotert

Product/Equipment and Services Guide



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Web: www.ApolloEquipment.net
E. info@ApolloEquipment.net
Contact: Wayne Brown,
Executive Vice President



Hogzilla Grinders

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Email: hogzilla@cwmill.com
Web: www.hogzilla.com
Contact: Tim Wenger, President,
Sales Mgr.

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or 503-364-2213
Fax: 503-364-1398
Web: www.westsalem.com
Contact: John Snodgrass

Quick Response (QR) Codes

The two dimensional "barcode" above each listing is a digital link to the company's website. The QR code can be read by the camera on mobile devices equipped with barcode readers. Just scan the code to access the website. For technical details, contact your mobile phone vendor.

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composting-products.html

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Product/Equipment and Services Guide

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Contact: Bob Strahm



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Web: www.rotochopper.com

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Fax: 785-284-3601
Email: sales@armorhog.com
Web: www.armorhog.com
Contact: Brian Bergman



Hogzilla Grinders

CW Mill Equipment -

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Email: hogzilla@cwmill.com
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Contact: Tim Wenger, President,
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Facilities

Battle

From page 8

Too often composting facility developers do not offer up an aggressive public affairs campaign when they announce a project, often letting crucial time pass between the announcement of a proposal and when public outreach begins. Opponents use this time to build opposition and sway residents against new projects. By running a political style campaign, you can reach all residents, identify the supporters and harness them into action for your project.

Here are some crucial tactics that composting project developers should consider in their outreach efforts:

- Announce your proposal wisely and quickly – When announcing a project, have a few pieces of direct mail ready to hit all the households in the host community to spread the positive benefits of the project. Follow this up

with newspaper web ads and phone banking of the community to further identify supporters. The advantage to phone banking is that, unlike with a random sample poll, each household receives a short, persuasive call to identify particular residents as supporters and to determine their willingness to assist the campaign by writing a letter or attending a hearing. Have an open house to answer residents' questions and recruit supporters. All of this should be done in the first few weeks after announcing a project. Don't give the opposition time to gel and take over the narrative. Too often companies allow precious time between announcing a project and disseminating information to the community.

- Meet with identified supporters – Once you have a database of supporters built from the mailers, ads and phone calls, the developer should meet with them so that they know they are not alone in their support, and they are a grassroots force that can begin to write

letters to public officials and newspapers and attend key public hearings and speak out. Rarely will a supporter write a letter for you or attend and speak at a public hearing if you have not had the face to face contact with them previously.

- Build grassroots support – In addition to reaching out to residents, stakeholders and well known members of the community, businesses, associations and other civic groups should also be met with to attempt to bring them on board for support.

- Keep an updated database – As you begin to identify supporters of your project, that information should be put in a database to refer to throughout the entitlement process of your proposal. Coding your supporters by local legislative districts can also help if you need to target a particular local legislator who may be wavering in support.

The key goal of these types of campaigns is to never allow the

(See Battle, page 15)

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Facilities

Battle

From page 8

opponents an opportunity to seize the moment because of inaction by the developer. Just announcing a composting project is not enough to assume that everyone will be on board to support it. By running an aggressive campaign and identifying supporters, you have taken a key step of any successful campaign. Knowing what to do with the identified community members who support your project is the next step, and one that will allow vocal support to outnumber opponents – whether it be petitions, letters or crowds at public hearings.

In 2014 and beyond, expect NIMBY opposition to composting facilities to fervently continue. Meeting this challenge with proven grassroots techniques will be critical to making 2014 a success for composting facilities.

Al Maiorino started Public Strategy Group, Inc. in 1995. His firm has developed and managed multiple corporate public affairs campaigns in a variety of industries such as gaming, cable television, retail development, auto racing, energy and residential projects. His his firm has worked on projects in 20 states and three countries.

Global warming

California

From page 1

These multiple industries also have a demonstrated track record of putting Californians to work, producing twice the environmental benefit when compared to disposal of the same materials. Diverting materials from landfills—while expanding domestic end uses for the recovered materials—helps achieve multiple state policy objectives, CAW said.

“To meet our climate goals, we need to take the millions of tons of stuff we continue to throw away and return it to the economy as manufacturing inputs and sources of clean energy and

sustainable agriculture,” said Mark Murray, executive director of CAW. “This investment is a down payment on the infrastructure that will be necessary to make that transition.”

Under California’s cap-and-trade program, which began in January 2013, emitters can buy allowances for each ton of carbon dioxide they produce on an open market. During the first year of the program, more than \$500 million dollars in revenues were raised.

Shawn Garvey, chair of the Bioenergy Association of California, said the funding stream will be crucial to the development of California’s clean tech industry.

“This funding will accelerate the development of renewable energy and fuels from materials such as food scraps, fats and oils and other organic waste,” Garvey said. “Transportation fuels from organic waste are some of the lowest carbon fuels available and reduce California’s dependence on oil while creating jobs and energy security.”

Mike Sangiacomo, president and CEO of Recology, said the funds will help create the right economic environment for construction of vital anaerobic digestion and composting infrastructure that is necessary to achieve California’s 75 percent recycling goal. Additionally, he said, the development of anaerobic digestion will help create green jobs, as well as new mechanical and technological expertise in the industry.

“This investment can help our cities transition into a new recycling economy,” said Jackie Cornejo, project director at the Los Angeles Alliance for a New Economy (LAANE). “By focusing on recycling, we can transform what was once trash into new valuable resources, reduce our climate impacts, and create good, career-path jobs in our communities.”



Manure

Animal waste energy plant planned for Missouri

A Missouri food processing company announced a joint venture to develop a renewable biogas project based on animal waste. Murphy-Brown of Missouri, LLC (MBM) said it has formed a joint venture with Roeslein Alternative Energy LLC to develop the \$100 million project in northern Missouri. Murphy-Brown is the livestock production subsidiary of Smithfield Foods Inc.

Construction is scheduled to begin in the spring of 2014.

Smithfield said the project is a unique and innovative model for sustainability that will demonstrate how underutilized agricultural resources can create renewable fuel, benefit the ecosystem and generate economic opportunity. The joint venture envisions combining technology and animal waste to optimize alternative energy production for regional distribution.

Biogas, which is created when organic matter decomposes without oxygen present, will be harvested from MBM finishing farms in northern Missouri using state-of-the-art anaerobic digestion technology developed and installed by Roeslein.

Roeslein has engaged investment banking firm Stern Brothers & Co. to underwrite the entire financing for the project. The Missouri Clean Energy District’s Property Assessed Clean Energy (PACE) program is being reviewed as a financing option.

“This is an important sustainability project for Murphy-Brown of Missouri,” said Michael Rainwater, general manager of MBM. “Not only does it demonstrate our ongoing commitment to the environment and to our neighbors,

(See Missouri, page 16)

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**Manure
Missouri**

From page 15

but it also allows us to make facility upgrades that are good for our employees, our animals and the continuous improvement of our business in northern Missouri. This capital project is a robust investment in our northern Missouri operation, producing additional good-paying jobs and promoting economic development that is vitally important to our region.”

Impermeable synthetic covers will be placed on existing nutrient treatment lagoons and barn scraper technology will be utilized to deliver raw nutrients of livestock waste to covered lagoons. Alternative fuel equipment will then harvest and commercialize biogas produced inside the lagoons. The biogas will then be utilized as a renewable, green energy resource.

“Environmental benefits from this project will be significant,” said Rudi

Roeslein, president of Roeslein. “Utilizing proven anaerobic digestion technology we expect to achieve reduced greenhouse gas emissions, shrink MBM’s carbon footprint and eliminate rainfall effects on treatment systems, all while capturing a valuable and renewable biogas energy resource.”

The anaerobic digestion process modules will be fabricated by Roeslein Manufacturing, of Red Bud, Ill. Funding for these projects is not being provided by Smithfield Foods or MBM.

Smithfield Foods is a \$13 billion global food company and the world’s largest pork processor and hog producer. In the U.S., the company markets brands such as Smithfield, Eckrich, Farmland and Armour. For more information, visit www.smithfieldfoods.com and www.smithfieldcommitments.com.



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New York offers funding for anaerobic digestors

The state of New York is offering almost \$21 million to dairy farmers to produce renewable energy and improve their business operations by developing anaerobic digesters. Starting on January 17, \$20 million will be available through the New York State Energy Research and Development Authority (NYSERDA) to install anaerobic digester technology that produces renewable biogas used to produce electricity and heat from organic wastes.

Farms, food processing manufacturers and municipal wastewater sites may be eligible for up to

(See New York, page 18)

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Manure

Digesters

From page 17

\$2 million per project.

“The anaerobic digester funding coupled with the Dairy Acceleration Program funding is another step the state

is taking to assist farmers in reducing their operating costs and in generating clean energy,” said John B. Rhodes, president and CEO, NYSERDA. “Farmers that utilize anaerobic digester technology are able to produce renewable energy and lower their costs while providing a number of environmental benefits to their local communities.”

Joe Martens, commissioner, Department of Environmental Conservation (DEC), said the collaboration with partners like Cornell University will provide farms with the technical expertise they need to help protect New York’s natural resources and open spaces.

Biogas-to-power technology has several steps. Dairy manure and other organic wastes are pumped into digestion tanks where bacteria break down the waste, creating a methane-rich biogas and a nutrient-rich effluent that can be applied to crops as fertilizer. The biogas is burned in engines to produce electricity and heat. Through this process, farmers can often eliminate a significant portion of the electricity they would otherwise purchase from the utility grid and periodically export surplus electricity onto the electrical grid in exchange for credits.

For more information, visit http://ansci.cornell.edu/prodairy/dairy_acceleration.

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Company news

Ligocki named CEO at Harvest Power

Kathleen Ligocki has been named CEO of Harvest Power. Paul Sellew, the company’s founder and previous CEO, will become executive chairman of the board and focus on growth initiatives, raising capital to support future growth and serving as a spokesman for Harvest.

The five-year-old company employs more than 600 people at nearly 40 sites; has built and operates three state-of-the-art Energy Garden anaerobic digesters; processes more than 2 million tons of organic wastes per year; sells 33 million bags of soil and mulches distributed through 1,200 locations across North America; and produces and markets millions of cubic yards of compost based soil, mulches and natural fertilizers.

Compost product news

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Peterson introduces the 5710D horizontal grinder

The all-new 5710D horizontal grinder is latest design of high production grinders by Peterson. Powered by a Tier IVi Caterpillar C27 engine making 1050 HP, the 5710D has the power to handle the toughest jobs, Peterson said.

At 88,500 pounds, the 5710D was designed for operations that require frequent moves between jobs without a special permit. An optional transportation dolly allows the Peterson 5710D to be easily moved, then setup for operation within minutes.

With a feed opening of 60 x 40 inches combined with Peterson's high lift feed roll, the 5710D can readily reduce a wide range of material including stumps.



The 5710D utilizes Peterson's Impact Release System that can be set in the detent mode to provide consistent product sizing or switched to the floating anvil mode for a primary reduction where accurate sizing is less critical. The floating anvil mode provides a high production primary reduction with more protection from contaminated feedstocks and reduced fuel consumption.

The 5710D's new generation of controls includes Peterson's high production Adaptive Control System and a fully adjustable feed system that can be optimized for a wide range of materials.

The 5710D features a large grate area that enables the 5710D to produce materials to exact specifications. Peterson's quick-change multiple grate system makes it easy to customize grate configurations to produce a wide variety of finished materials. Grates are removed through an enlarged access door on the side wall of the 5710D.

Another major innovation included on the 5710D is Peterson's Impact Cushion System. Urethane cushions allow movement of the compression roll/anvil housing pivot shaft, cushioning impacts due to contaminants in the feed material. Shear pins above the cushion and a sensing circuit that stop the engine help protect the shaft from catastrophic damage in the event of a severe impact.

For more information, visit www.petersoncorp.com.

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